

Drip Marketing



Introduction

An email campaign can help you reach out to your customers in a few ways:

- ✓ Support a calling campaign, which qualifies the customers further by only calling customers who have opened, read, or clicked on an email.
- ✓ Develop visibility through mass emailing.
- ✓ Develop credibility through regular emails and information about topics to make the source an expert.
- ✓ Develop a relationship by forwarding or

keeping customers up to date on important information.

However, an email campaign is only successful based on:

- ✓ Having people open and read the emails.
- ✓ Getting the emails to the right people.
- ✓ Having many people on your email distribution list.
- ✓ Making it easy to sign up for, forward, and/or unsubscribe from the emails.

Drip Marketing

What you need to do:

- ✓ Decide why you want an email campaign
 - Visibility
 - Credibility
 - Likeability
 - A combination
- ✓ Plan your email(s).
 - How frequently?
 - Content planning
 - Contributors
 - Branding
 - Tied to other tools such as a blog, website, or social media
- ✓ Create a distribution list.
 - To whom do you want to send messages?
 - How do you grow this list?
- ✓ Find the right online tool to support what you are doing. Here is some criteria you may need to think about:

- Broadcast capability
- Information storage
- Email campaign (many emails tied together) functionality
- Tied to a blog?
- Sign up tool development
- Ease of use
- Branding capability
- ✓ Monitor analytics.
 - Which analytics are the most helpful to you?
 - Is it meeting your targets?
- ✓ Refine the delivery.
 - What is working?
 - What should be changed?

Use the attached *Email Drafting* worksheet to create your own plan of attack via email.

Tips

- ✓ 70% of sales happen because of follow-up.
- ✓ Make sure you have a reason to develop an email campaign.
- ✓ Getting legitimate emails and protecting privacy is important to people.
- ✓ Getting the reader to opt-in is important (allowing them to opt-out is just as important).
- ✓ Quality of the readership is just as important as the quantity of readers.

Email Writing

Greeting (customize):

Tip: The more that it appears customized, the better.

Strong Introduction (Why are you reaching out? What's the main benefit?):

Tip: Use the word 'you', add in specific quantifiable numbers.

Other Benefits (Add in other compelling reasons to read on):

Tip: Continue using numbers to quantify benefits if possible. Stay away from features!

Action (What do you want the reader to do?):

Tip: An embedded link is better here. Or it can be that you will follow up with them.

Thank You (Thank them and close with your contact information):

Tip: Include a name, title, and multiple forms of contact

Overview of Company (extra information):

Tip: This is where you can talk about your company, specific features, other topics outside of the main point of the email.

Example

You meet a new prospect and they are your ideal customer. Plus they are very interested, but just don't have the time or money now.

70% of sales happen due to follow-up, but you already have a lot of customers in the pipeline and you are concerned you may forget to do this in a timely fashion.

Get them to be reminded of you through regular emails, allowing them to learn more about you with each update and keep you top of mind for when they are ready.

Resources

Click on the links below for further reading:

- ✓ [Is It Effective?](#)
- ✓ [5 Tips To Build A List](#)
- ✓ [7 Ways To Get Email Addresses](#)
- ✓ [Service Provider: Constant Contact](#)
- ✓ [Service Provider: Aweber](#)